

Program Data Sheet

Name of Event: Fort Monroe Flea Market			Pilot Program
			Revised program
			Repeat Program
Date: 05/06/06	Day of Week: Saturday	Time: 0900-1500	
Location: Walker Airfield	Information Phone #: 788-4305	Price: registration fee \$10.00	
Program Coordinator: Fran Draudt			
Phone #: 788-4305/2384	Fax #:757-788-3377	e-mail Address:frances.draudt@us.army.mil	
Purpose of the Event: Customer & community driven			
Indicator/Measure of Success: Hoped to sell 35 spaces, sold 46 Had 15 residents participate in yard sales			
After Action Report (AAR) Comments from Prior Event(s): No info. available.			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Fliers & classifies Ad.	Publicity				12 day ad in Daily Press Fliers in conjunction w/ marketing
ODR - tables	Equipment				
N/A	Supplies				
N/ A	Audio/video				
N/A	Decorations				
	Food & Beverages				
N/A	Procurement				
Washington & Draudt	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis		
Sales:	\$ 460.00	Notes: Expenses were for postage and Daily Press advertising.
COGS:	0.00	
Other Revenues:	\$ 261.50	
Labor:	\$ 347.52	
Other Expenses:	\$ 345.58	
NIBD:	28.40	

Program Analysis	
Attendance:	A very good turnout. A couple hundred people came through.
Indicator/Measure of Success: Vendors were happy with the turnout. Vendors' responses, wanting to know when next Flea Mkt. will be held. They definitely want to participate again. They loved the location and the set-up.	
Elements to Change: Be prepared to do food and beverage concession ourselves or to bring in a food vendor	
Elements to Eliminate: Reduce staff.	
Elements to Add: Food and beverage concessions	
Other Comments: I think it worked pretty well considering it was the first revival of this program since September 11 th 2001.	